

Pranob Thachanthara

Fintech Product Marketing & Growth Leader

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🌐 linkedin.com/in/pranobt 📍 Mumbai, India

Open to relocation to Dublin, Ireland Irish employment permit sponsorship required

Profile Summary

Fintech growth and product marketing leader with 12+ years of experience across financial services, digital acquisition, product development, customer experience, and marketing operations. Built Finnovate's marketing function from the ground up and scaled it into an eight-member multidisciplinary team. Led go-to-market strategy, product positioning, customer journeys, digital campaigns, lead-generation funnels, marketing automation, and platform launches for a financial-planning and wealth-advisory business. Experienced in working closely with founders, sales teams, developers, designers, advisory teams, agencies, and technology partners to support business growth and customer acquisition. Seeking senior product marketing, growth, or digital customer experience roles in Dublin.

Core Skills

- Product Marketing & Go-to-Market
- Growth Strategy & Revenue Funnels
- Lead Funnel Design & Conversion Optimisation
- Landing Pages & Lifecycle Journeys
- Value Proposition & Positioning
- Brand IP Development & Podcast Strategy
- Marketing Automation & Workflow Design
- Conversion Tracking & Marketing Attribution
- Paid Acquisition: Meta, Google & LinkedIn
- Campaign Performance & Funnel Analytics
- Product Management & UX Collaboration
- Team Leadership & Vendor Management

Professional Experience

Finnovate Financial Services Pvt. Ltd.	Mumbai, India
<i>Assistant Vice President, Marketing & Product</i>	<i>2018–Present</i>
• Built the marketing function from scratch in a bootstrapped fintech and scaled it into a structured eight-member team across performance marketing, content, design, SEO, UI/UX, and social media. • Led the company's go-to-market shift from a mutual-fund-only narrative to financial planning and wealth advisory positioning aligned with its SEBI Registered Investment Adviser business model. • Designed and managed end-to-end lead-generation funnels across paid acquisition, landing pages, lead forms, CRM routing, automated follow-ups, email journeys, and sales handover. • Created and optimised campaign landing pages, confirmation journeys, lead-nurturing workflows, and conversion paths to support customer acquisition and improve the overall lead experience. • Owned product marketing for the financial-planning platform, including positioning, onboarding journeys, user flows, product messaging, launch communication, and customer-facing content. • Worked closely with developers, designers, financial planners, and external specialists to conceptualise and launch the first version of the platform, followed by a full UX redesign.	

- Introduced webinar-led acquisition during COVID, enabling a shift from offline-dependent sales to a digital-first lead-generation model.
- Developed original brand intellectual properties, including financial education series, webinars, podcasts, recurring content formats, and campaign-led initiatives to strengthen brand recall and audience engagement.
- Planned and launched podcast initiatives covering concept development, guest coordination, episode structure, production support, promotion, and multi-channel distribution.
- Implemented campaign tracking and attribution across Google Analytics 4, Meta Conversions API, LinkedIn conversion tracking, advertising platforms, and CRM reports.
- Improved visibility into lead sources, conversion paths, campaign performance, funnel drop-offs, and lead quality through structured analytics and reporting.
- Worked with developers and technology partners to connect landing pages, CRM systems, advertising platforms, and automation tools for accurate lead capture, tracking, routing, and follow-up.
- Built an automation-led operating model across marketing and sales workflows, covering lead capture, allocation, follow-ups, internal alerts, customer communication, and reporting.
- Automated workflows using Zoho Flow, Zapier, Make, n8n, and Google Apps Script, improving operational speed, consistency, and reliability.
- Developed investor presentations, product narratives, company positioning, and growth materials used during an approximately \$1 million fundraising process.
- Partnered closely with founders on strategic decisions involving brand, product direction, customer experience, growth priorities, marketing budgets, and external partner selection.
- Managed agencies, technology vendors, marketing platforms, and budgets while maintaining a strong focus on cost-efficient execution.
- Worked with advisory teams to create customer journeys, educational content, and sales materials supporting financial planning, portfolio management, taxation, insurance, retirement planning, and long-term wealth discussions.

Bank of America

Mumbai, India

Banking Operations Analyst / Senior Team Member

2016–2017

- Managed KYC change requests and suspense-account processes for US-based banking customers.
- Ensured accurate allocation of funds and conducted transaction quality checks.
- Supported documented process controls, compliance procedures, and operational quality standards.
- Received recognition for developing automation that improved process flow and supported cross-department operations.

Ocwen Financial Services

Mumbai, India

Short Sale Analyst

2014–2016

- Reviewed buyer and seller documentation for US mortgage short-sale transactions.
 - Analysed income records, tax documents, expenses, credit profiles, hardship cases, and property valuations using Multiple Listing Service records.
 - Verified arm's-length transaction documentation and supported accurate property-value calculations.
 - Coordinated with underwriters and internal stakeholders to support transaction review and decision-making.
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Education

Master of Management Studies in Finance, University of Mumbai	2016–2018
Bachelor of Commerce in Banking & Insurance, University of Mumbai	2011–2014

Tools & Platforms

Automation & Workflow Management

Zoho Flow, Zapier, Make, n8n, Google Apps Script

Advertising & Growth

Google Ads, Meta Ads, LinkedIn Campaign Manager

Product & UX Collaboration

Figma, FigJam

Web & Email

HTML, CSS, Landing Pages, HTML Email Development

Analytics & Attribution

Google Analytics 4, Meta Conversions API, LinkedIn Conversion Tracking, Power BI

Design

Adobe Photoshop, Adobe Illustrator

Office & Productivity

Microsoft Excel, PowerPoint, Word

Awards & Recognition

- Best Employee of the Month, Ocwen Financial Services, 2015
- A-Graded Employee of the Year, Ocwen Financial Services, 2015
- Bronze Award for Cross-Department Support, Bank of America, 2017
- Appreciation for Automation Improving Process Flow, Bank of America, 2017
- Rookie of the Year, Finnovate, 2019
- Most Versatile Award, Finnovate, 2023 and 2024